



March 5, 2012

Received & Inspected

MAR 13 2012

FCC Mail Room

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

RE: MB Docket No. 12-31 - Fox Networks Group, Inc. Petition for a Waiver of the Network Representation Rule, 47 C.F.R. § 73.658(i) for MundoFox.

Dear Ms. Dortch:

On behalf of Cocola Broadcasting Companies, LLC ("Cocola"), licensee of broadcast television station KGMC-DT, channel 43 in Fresno, California, we are sending you this letter to support the approval of the above-referenced waiver that is being requested by Fox Networks Group, Inc.

Cocola is a charter affiliate of the new MundoFox broadcast network that is being launched later this year. MundoFox is poised to bring an entirely new brand of diverse programming to Hispanic American television viewers nationwide and Cocola is excited to provide Hispanics in the Central San Joaquin Valley with free, over-the-air access to a wealth of new content options provided by Fox.

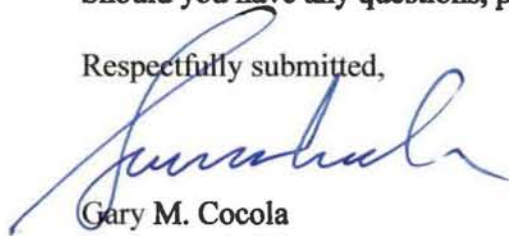
As the Commission knows all too well, launching a new Spanish-language broadcast network requires an enormous commitment of financial resources, by both the network and its affiliates. Cocola needs a strong partner to help make this new venture a success which is why we need the FCC to grant Fox's request for a waiver.

Spot advertising is the lifeblood of a local television station and we need Fox's expertise to help us compete for advertising dollars in the marketplace. We are confident that by partnering with Fox, we have the best opportunity to attract vital local and national advertising dollars for the station. Moreover, the majority of the Spanish-language stations that we will compete against rely upon their own network partners to help them generate advertising sales dollars. The FCC has granted waivers of the network representation rule to these Spanish-language networks, and all we ask is that we be given the same opportunity to compete in the marketplace.

No. of Copies rec'd 0
List ABCDE

Again, we are excited to bring compelling new Spanish-language content to our viewers and for all of these reasons, we urge you to expeditiously grant Fox's waiver request. Should you have any questions, please do not hesitate to contact me.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read "G. Cocola", written over the typed name.

Gary M. Cocola
Chairman & CEO